

Trade Mission Reception at Ambassador's Residence February 17, 2010

Good evening ladies and gentlemen. It is a great honor to host you in our home this evening, and I hope that you all had productive meetings throughout the day today.

The strengthening of commercial ties between the United States and Algeria has been a growing theme throughout my Ambassadorship, and we are very satisfied that the Department of Commerce had the wisdom to establish a permanent Commercial Counselor position at the U.S. Embassy to encourage this trend and engage Algeria commercially in numerous sectors.

Indeed, the past 18 months has witnessed a number of 'firsts'. Over this period, just to give you an idea, the Department of Commerce has:

- Organized the first U.S. Medical equipment catalog show;
- Organized the first ever U.S. Green Tech promotion;
- Led the first Algerian delegation to the Offshore Technology Conference in Houston;
- Led the first Algerian delegation to the largest U.S. construction show – the World of Concrete – in Las Vegas.

All of this activity has built up to a crescendo in the form of the first official U.S. Trade Mission to Algeria which you are participating in today.

Indeed, Algeria is a perfect market to have a Commerce Department presence. In a market like Algeria, the potential for significant U.S. export sales in a variety of sectors can often be just out of reach for U.S. firms simply due to an unfamiliarity with the region, the language barrier, and the need to have a well-placed local partner.

These simple obstacles can be – and are – addressed by the Commerce Department in Algeria, and we are already seeing the results of increased U.S. exports. One of the most prominent successes recently of course has been the sale of 11 Boeing aircraft to Air Algérie and Tassili Airlines valued at over \$840 million. So I'd like to say 'felicitations' to Boeing for this impressive accomplishment. I look forward to learning about successes from other Trade Mission participants in the near future.

The Entrepreneurial Summit scheduled to take place in Washington in early April is a major initiative by the Obama Administration to engage this region economically and commercially. It is my honor this evening to recognize the eight individuals who have been selected to represent Algeria at this important Summit. When I call your name, please step forward so that we may take a group photograph.

Sofiane Chaib, Managing Director of Intuition Ltd.

Ali Kahlane, President of Satlinker

Sonia Ziamni, Project Manager of the Algerian Medina Project

Hind Ben Miloud, Senior Partner, Ben Miloud and Partners

Slim Ben Miloud, CEO of the New Algerian Can Company
Issad Rebrab, CEO of Cevital
Dalila Nedjem, Founder of Maison d'Edition DALIMEN
Khedidja Belhadi of Algerian firm AME

You represent a broad spectrum of the talent and entrepreneurial expertise that Algeria has to offer, and we are proud of your upcoming participation in the Entrepreneurial Summit. Let's give them all a round of applause. (Applause.)

I would now like to turn the floor over to the Leader of the Trade Mission, Ms. Nicole Lamb-Hale, Deputy Chief of Counsel at the U.S. Department of Commerce.